

Torrance Herald

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TORRANCE PLAN IS HELD THE RIGHT ONE

"Southern California has done big things in the matter of developing industrial communities—development I mean, along what may be termed scientific lines. Your factories, the big ones—employing from 100 to 2000 men, had better be placed in suburban manufacturing communities. The plan of Torrance is the right one, and you should be rather proud of it. We have nothing in the East to compare with it, not excepting even Gary and Pullman. It is to be expected, however, that in a new country you would be able to avoid the mistakes of the old."

So declares Louis L. Sands, industrial expert, who is wintering at the Green Hotel, Pasadena, after a tour of Southern California in the interest of Eastern capital. Mr. Sands is enthusiastic over what he terms "California's industrial awakening," and he is convinced that a safer and more profitable field for industrial investment would be difficult to find.

"Manufacturers all over the country are awakening to the manufacturing opportunities of Southern California. The next two or three years will see this section of the state take a tremendous industrial advance. The conditions are ripe, and unusual

development along this line is bound to come."

"We have yet to learn by actual experience what great benefits to manufacturing will follow the opening of the Panama Canal, but these benefits are as certain to come as California is certain to go forward in other directions," says Mr. Sands. "Cheap all-water transportation will mean the opening of many new markets, and new markets will result in greatly increased production. There is no reason why this state should not manufacture everything it consumes. Prohibitive freight rates have in certain instances been responsible for the lack of interest on the part of capital in some manufacturing lines out here, but the canal will remove this obstacle.

"Southern California has everything it needs to make a successful manufacturing country. Power and raw material are near at hand and the pick of the country's labor can be obtained.

"Let your bankers aid legitimate industrial enterprises more than they do at present, and another important step forward will have been taken. This is important, for industries, without banking assistance are not likely to prosper.

Grueling Test for the Hendrie Tires

Roy Moorman of Imperial Valley left Los Angeles last Thursday for Imperial Valley, Arizona and New Mexico on one of the most unique endurance runs ever attempted. With a 60-horsepower Fiat, equipped throughout with Hendrie tires, Moorman left the Examiner building for the desert via Imperial with the avowed intention of wearing out a set of Hendrie tires for the benefit of the mining and cattle men of the southwest.

Especially strong tires are required

for desert use because of the cutting qualities of desert sand, and the W. C. Hendrie Company, which from its Denver factory has large contracts for belting in the mining country, is anxious to give a test of the Hendrie tires in desert work.

Moorman does not expect to burn out his tires by excessive speed, but intends to submit the product of the Torrance factory to the actual experiences daily encountered in desert and mountain work.

Beautiful Grounds for Association

The Torrance Athletic association has selected the site for its club grounds which will be located east of Western avenue and will face on El Prado for a distance of six hundred feet. The grounds will comprise a tract of ten acres which will be beautified and amusement and athletic facilities provided. It is proposed to establish tennis courts, a baseball diamond, swimming pool and other facilities. J. F. Rupprecht, head gar-

dener for the Dominguez Land Corporation, will assist the association in its plans for beautification.

The association plans to erect a club house on the new site as soon as possible.

The site for the grounds has been donated to the club by Mr. J. S. Torrance and is part of the extensive plans for making Torrance an ideal home city for all its people.

FIRST MARRIAGE CEREMONY SOLEMNIZED IN TORRANCE

R. O. Denton, of the purchasing department of the Union Tool Company, was married on Saturday, March 7th, at 1:30 o'clock, to Miss Freda May Barden, by the Rev. Wil-

liam Wirt Choate. The wedding took place at the home of Mr. and Mrs. C. W. Northrup, the couple leaving for Los Angeles after the ceremony.

CHARMED WITH TORRANCE

Mr. and Mrs. W. C. Hendrie and Mrs. Hendrie's mother, Mrs. Franklin of Denver, were Torrance visitors

Sunday.

Mrs. Franklin was much charmed with the location of Torrance and with Torrance itself and thought the Hendrie Rubber company had an ideal site for its plant.

SPEND HONEYMOON IN THE "CITY BEAUTIFUL"

Mr. and Mrs. Jefferson Parker of 903 West Temple street, Los Angeles are spending their honeymoon in Torrance with Mr. and Mrs. Harry Ainsworth. Mr. and Mrs. Parker were married at 6 o'clock Sunday evening in Los Angeles and on the pretext of going after a flinch pack, they quietly slipped away and came to Torrance, leaving the guests to await their return with the cards. Their whereabouts is still a mystery to their Los Angeles friends.

TORRANCE BARRELS MEET HIGHEST REQUIREMENTS

Mr. E. J. Beaulieu of Los Angeles, whose business has considerable to do with steel barrels, was in Torrance last week and inspected the Pacific Metal Products Company's factory and other local industrial establishments. He made the statement that the barrels manufactured at Torrance were the best in all respects of any on the market.

Three years ago, when barrels were made in three pieces he tried a scheme to make a seamless barrel in two pieces such as the Pacific Metal Products company manufactures. The barrels made by this company meets the highest requirements of a metal barrel.

LADIES' AID SOCIETY

On March 5th the Ladies' Aid Society met with Mrs. H. Burnmaster. There were eighteen present and three new members were added to the roll. It was decided to have a food sale the last Saturday in the month in the Marx and Moyses store. The next meeting will be held on Thursday, March 19th at the home of Mrs. C. W. Northrup, 21727 Andrew avenue.

LLEWELLYN BONDS SOLD

The statement was made by Mr. J. S. Torrance, in an interview with Messrs. Hedges and Black of this city, Monday, that the Pacific Electric will commence work within sixty days on a bridge near the shoe factory to enable them to run spur tracks to the site of the Llewellyn Iron Works to handle construction material for the iron works.

The Llewellyn Iron Works are said to have sold the bonds, placed on the market to enable them to build their new plant, and they have ordered the steel for their new plant here.

HUSTLING MEMBERSHIP CAMPAIGN NOW ON

Fifteen persons were elected to membership in the Torrance Athletic association at the meeting last Thursday evening. This is the first fruits of the membership campaign now being conducted by the Greens under the leadership of General Geo. Watson, and the Orange under the leadership of General Harry McManus. The Greens are in the lead at the

present, but both leaders promise an exciting and strenuous campaign with a big boost for the membership of the association.

STAG SMOKER

Torrance volunteer firemen gave a stag smoker in Campbell hall last Saturday evening at which over fifty men were present. Impromptu speeches, recitations and other entertainment provided intense amusement as well as instruction to those assembled, and the members hope to have more of these get-together events during the year.

APARTMENT HOUSE

Mr. W. V. Hedges and Mr. Herbert Black were in Los Angeles Monday to consult with Mr. J. S. Torrance with reference to the apartment house situation in this city. Mr. Black contemplates the erection of a three-story apartment house with two and three-room suites. These are to be up-to-the-minute, with private baths, disappearing beds, etc. The site for the house is on Marceline avenue.

MASONS PLAN LODGE

Torrance Masons have received a part of the furniture and equipment ordered for lodge purposes and this will be installed in Campbell hall. It is the intention of local Masons to institute a Masonic lodge in this city in the near future.

DIESEL ENGINE MAKES GOOD

The Union Tool company has converted one of their yard engines into a Diesel oil burner and they are much pleased with the operation of the Diesel engine.

The tanker Maumee, now in course of construction at the navy yard at Vallejo, will be the first naval vessel to be driven by Diesel oil-burning motors.

BEST FILMS OBTAINABLE

The Torrance theatre, in order to give the patrons the best of films and service, has changed from the General Film to the Mutual service, making a feature of Keystone comedies.

The people of Torrance are fortunate in having a theatre that presents such good service, and clean and interesting films and should show their appreciation by not forgetting the show nights—Wednesday and Saturday evenings of each week.

AN IDEAL CITY

A party of young people, friends of Mr. Roy E. Davies, son of the vice president of the California Shoe Manufacturing Co., visited Torrance on Saturday afternoon; they were much interested in seeing the various operations incident to the manufacture of shoes, while going through the shoe factory. All the members of the party were unanimous in saying that Torrance is an ideal city and most beautifully and artistically laid out.

OIL NOTES

The well of the Harbor Crude Oil Company is not yet on production,

IMPROVEMENT BURDEN ON OWNERS OF CITY

Frequent inquiry is made in regard to the fact that the streets and alleys in Torrance have not been dedicated to the county. The declaration of the Dominguez Land Company filed with the county makes it compulsory for streets and alleys to be dedicated to the county when the city is incorporated for self-government. Until such action is taken, it is distinctly advantageous to the property owners in Torrance that the regulation of the streets rests with the Dominguez Land Corporation rather than with Los Angeles county, for in the latter case street improvements would have to be made under county regulation, under the Vrooman Act, and all expense of such im-

provement would be assessed to the property owners.

Should Torrance incorporate for self-government the entire burden of street and park improvement would rest with the property owners and taxpayers of Torrance. As it stands today, the Dominguez Land Corporation, the owners of the city, bear the burden of this expense, the details of engineering and construction and carry the responsibility for the development and beautification of the city.

(Editor's Note—The Torrance Herald stands ready at all times to answer inquiries regarding Torrance. The better informed Torrance citizens become regarding our city, the greater will be their appreciation of and pride in its organization.—Editor.)

Industrial Bureau of Information

In its new offices in the Washington building, Thomas D. Campbell & Co. have established an industrial information bureau, the object of which, it is stated, is to answer the numerous inquiries received from Eastern manufacturers investigating manufacturing opportunities in Southern California. This department will be equipped to supply information as to raw material, power,

transportation, labor and other data of interest to manufacturers. It will be conducted in co-operation with the Torrance Chamber of Commerce, which has recently launched an industrial and development campaign. In addition to manufacturing data, the new department, it is stated, also will contain an exhibit of products of the factories at Torrance and models of modern factory buildings.

Splendid Work by Industrial Bureau

Half a dozen new factories, with a combined capital of half a million and to employ approximately 1000 persons, comprise the first tangible results of the industrial bureau, organized through the Los Angeles Chamber of Commerce a few months ago.

Arthur W. Kinney, former president of the Chamber of Commerce, who was active in the establishment of the bureau, has assumed active management of it at the unanimous solicitation of the members.

"Although we have not attempted any publicity, we are receiving a surprisingly large number of inquiries relative to factories locating here," said Mr. Kinney today.

"The bureau already has served to arouse into activity a large number of retired manufacturers who have

been making their home here and who now are eager to engage in business again.

"Many factories already established here are consulting the bureau with the view of enlarging their plants or taking on new lines.

"We just now are finding out, through an exhaustive census, just what we already have here—what inducements can be offered to new enterprises—what protection must be afforded our industries already established and what are most needed.

"With this array of facts at hand we will be prepared to push a vigorous campaign which, from the start, looks as though it will result in bringing many new enterprises to Los Angeles and vicinity, representing millions of dollars in investment and giving employment to thousands."

SUNDAY SERVICE TORRANCE UNION MISSION

Sunday school, 10 a. m. Classes for all.

Preaching at 11 a. m. by I. L. Eldridge, subject: Christian Warfare.

Young People's meeting, 6:30 p. m.

Great Evangelistic service 7:15 p. m. A song service you will enjoy, David Turner, leader. Preaching by Evangelist Louis Parker, from Moody Bible Institute. A live wire from Chicago. Subject: The Way of Salvation made Plain. Everyone invited.

due, it is said, to a fishing job that prevents carrying the casing to the bottom. This casing, perforated, is now down something over 3200 feet, while the tools are running to drill up some iron that is impeding progress.

The Pitt Oil Company, recently formed by Pittsburg men to operate a lease on the Weston ranch near LOMITA is getting down to business and is expected to be drilling in a few weeks. The lumber for No. 1 derrick is being hauled to the lease and it is our understanding that work is to be prosecuted as expeditiously as possible.